

# WDAF - TV - Issue Ad Public File Checklist

1. IAFF  
Name of Sponsoring Organization
2. Accepted: X Rejected: \_\_\_\_\_ (mark one)
3. Class of Time: Issue
4. \_\_\_\_\_  
Flight dates and times
5. SEE ATTACHED  
Rate charged
6. SENATE RACE  
Description of Issue
6. 1750 NEW YORK AVE NW  
Address of Sponsoring Organization  
WASHINGTON DC 20006
7. 202 737 8484  
Telephone Number of Sponsoring Organization Email Address
8. \_\_\_\_\_  
Sponsor's Officers/Directors/Executive Committee  
Bill Glazer Dir. of MEDIA REGULATION
9. \_\_\_\_\_  
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes ✓ No \_\_\_\_\_

Name

Date



WDAF-TV

# ORDER

Print Date 10/17/12

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Flight Dates 10/16/12-10/29/12

Contract / Revision 584018 /

Original Date / Revision  
10/17/12 10/17/12

Advertiser IAFF FirePAC 2012

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product  
IAFF (FIREFIGHTERS)

Agency Com 15%

Billing Contact

3050 K Street NW  
Ste 100  
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2121

Alt Order # 09845805

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority DEFAULT

Advertiser Ref

Order Share 25% Market Value 51720

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12930
KCWE	%	0
KMBC	25%	12930
KMCI	%	0
KPXE	%	0
KSHB	25%	12930
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$10,990.50	\$12,930.00	0.00	10/01/12	10/28/12	18	\$10,990.50	\$12,930.00
Totals	18	\$10,990.50	\$12,930.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/18/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a (7:00 AM-8:00 AM)	---TF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--				1		\$825.00		0.00			
E 2	4	10/18/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a (8:00 AM-9:00 AM)	---TF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--				1		\$825.00		0.00			
E 3	4	10/18/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---TF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--				1		\$500.00		0.00			



WDAF-TV

Print Date: 10/17/12

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Contract / Revision **584018** Flight Dates **10/16/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/17/12/ 10/17/12

Order Sep 00:15:00

Advertiser **IAFF FirePAC 2012**

Product **IAFF (FIREFIGHTERS)**

Estimate # **2121**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	4	10/18/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---TF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$500.00		0.00						
E 5	4	10/18/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---TF--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY/JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$375.00		0.00						
E 6	4	10/18/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$1,440.00		0.00						
E 7	4	10/21/12	10/28/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	2	\$100.00	2	0.00	NM	4	\$400.00
BURN NOTICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$100.00		0.00						
Week:		10/22/12	10/28/12	-----S	2		\$100.00		0.00						
E 8	4	10/22/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$825.00		0.00						
E 9	4	10/22/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	MTWTF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$825.00		0.00						
E 10	4	10/22/12	10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$500.00		0.00						
E 11	4	10/22/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$500.00		0.00						
E 12	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY/JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$375.00		0.00						
E 13	4	10/22/12	10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$1,440.00		0.00						
E 14	4	10/22/12	10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:00 PM-9:30 PM)	-T--F--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00



### Hiatus Dates

Order Sep      00:15:00

Estimate # **2121**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T--F--		2				\$1,800.00		0.00			
Totals														18	\$12,930.00